

INDUSTRY ADVOCATE PROFILE

Your name: Nicolas Lyons

Name of your business/where you work: NSW Department of Primary Industries

What is your occupation? I am the Leader Dairy for NSW

How long have you been with the business? Since February 2014

Tell us briefly about your background and education? Originally from Argentina, but living in Australia since 2010. I hold a degree in Agricultural Engineering and a PhD in Veterinary Science. Over 10 years of international professional experience working directly with farmers and in very close relationships with researchers, farm consultants, milk processors and service providers, both in private and public organisations. I have a strong focus on technology for the dairy industry, including monitoring of milk and animals, electronics, software and even robots that milk cows. (Check this video out: <https://www.youtube.com/watch?v=FWj3TI7rnT0>)

What types of activities do you undertake as part of your occupation? Research new and exciting things, present new findings at schools/universities/conferences, talk to farmers, visit farms, write articles and material containing information, share messages across social media, lecture at universities.

Tell us about the 'lurks and perks' of your job, do you have a car, laptop, ability to travel? There is a lot of travelling across Australia and internationally, mobile phone and laptop are a key part of my role, we use a lot of online social media (check out NSW DPI Dairy Facebook page : <https://www.facebook.com/NSWDPIDairy/>)

What do you enjoy most about what you do and why? I work in an exciting industry, with very smart and interesting people. We are constantly trying to do things better! We try to make life better and more profitable for farmers, by helping them find new ways of managing their farms and their cows, while taking care of their farm team and the environment! There are a lot of products that we all consume that come from the dairy industry (milk, butter, yoghurt, ice cream, cheese, but even cakes, pasta and pizza contain dairy in it!

What are your aspirations for the future? Continue developing professionally, engage more young people into this vibrant industry, share my message with more people, help provide better food and fibre for everyone while taking care of the environment!



How is your occupation connected with the dairy industry? Do you connect with other industries?

We do a lot of work across other Agricultural industries such as beef and cropping! A lot of the challenges and opportunities are common to the whole of agriculture and people living in rural and regional Australia.

Tell us something that you wish to share about the dairy industry? Did you know that dairy is the 4th largest rural industry in Australia? That the average Australian consumes 13.5 kg of cheese and drinks almost 100 litres of milk per year? That a cow produces more than 6,000 litres of milk per year (that is more than 3,000 bottles of 2 litres of milk!)